

Minority Business Development Agency

Minority Business Opportunity Center (MBOC) Program

Pre-Application Conference

December 18, 2007

Dial In By: 12:45 PM EST

Start Time: 1:00 PM EST

1. Overview

- Teleconference Protocol
- Competitive Solicitation
- Introduction of Speakers
- Purpose of Conference

Efrain Gonzalez, Chief
MBDA Office of Business Development

Teleconference Protocol

- **Many callers at one time**
- **Keep phone on mute, unless directed otherwise**
- **Do not place teleconference on hold – you may be dropped**
- **Questions will be coordinated**
- **Keep questions relevant to topic at hand**
- **Avoid making statements**
- **Avoid duplicating questions**
- **Teleconference recorded**

Competitive Solicitation

- **Federal Register Notice**
 - ◆ **Posted – December 11, 2007**
- **Grants.gov**
 - ◆ **Posted – December 11, 2007**
- **Federal Funding Opportunity Announcement**
 - ◆ **Posted – December 11, 2007**
 - ◆ **Amended – December 18, 2007**
- **Additional Information at www.mbda.gov**
- **Competition Closes**
 - ◆ **January 18, 2008 at 5:00 pm EST**

Purpose of Conference

- Understanding the Federal Funding Opportunity (FFO) Announcement
- Clarify Requirements Contained in the FFO
- Review FFO Amendment Dated December 18, 2007
- Answer Questions Related to the Solicitation
- 8 MBOCs Listed for Competition
 - ◆ Alabama
 - ◆ Chicago
 - ◆ Florida
 - ◆ Gary
 - ◆ Los Angeles
 - ◆ New Orleans
 - ◆ Washington, DC
 - ◆ Wisconsin

FFO Amendments

NOTICE OF AMENDMENT

Posted December 18, 2007

- MBDA originally published an Announcement of Federal Funding Opportunity (FFO) for the MBOC Program on December 11, 2007. This Amended FFO reflects the following changes to the original FFO:
 - ◆ The addition of Montgomery or Birmingham, Alabama as permissible locations of the Alabama MBOC project (see pages 1 and 7 of the Amended FFO);
 - ◆ The addition of Miami or Ft. Lauderdale, Florida as permissible locations of the Florida MBOC project (see pages 1 and 7 of the Amended FFO); and
 - ◆ A modification to the allowable range of proposed performance goals for the Dollar Value of Awarded Contracts and Procurements and the Dollar Value of Awarded Financial Transactions to no less than 20% and no more than 80% of the Total Dollar Value of Awarded Contracts and Procurements (see page 12 of the Amended FFO).
- All other provisions of the original FFO remain unchanged.

Introduction of Speakers

MBDA Team

- Edith J. McCloud, Associate Director for Management
- Efrain Gonzalez, Chief, Office of Business Development
- Maria D. Acosta, Program Manager, Office of Business Development
- Yolanda Whitley, Chief Information Officer
- Jedd Vertman, Chief Counsel

U.S. Department of Commerce

- Michael Nelson, Chief, Grants Management Division, NOAA
- Greg Coss, Grants Specialist, Office of Acquisition Management

2. Welcome

Edith J. McCloud

Associate Director for Management
MBDA

3. Program Background

- MBDA Initiatives
 - Strategic Growth Initiative
 - Customer Relationship Management
- Applicant Eligibility
- Program Design & Objectives
- Funding Priorities

Efrain Gonzalez, Chief
MBDA Office of Business Development

3(a). Strategic Growth Initiative

- Minority-Owned Businesses*
 - ◆ 4.1 million firms
 - ◆ \$668.3 billion in gross receipts
 - ◆ 4.7 million paid employees
- SGI Minority-Owned Businesses*
 - ◆ Defined here as firms with \$500,000 in annual sales
 - ◆ Nearly 5% of all MBEs
 - ◆ Generate 75% of gross receipts
 - ◆ 73% of all paid employees

* Source: U.S. Census Bureau, "2002 Survey of Business Owners."

3(b). Strategic Growth Initiative

- Refined Target Market
 - ◆ Minority-Owned Firms
 - ◆ \$500,000 or more in annual revenues and/or
 - ◆ “Rapid Growth Potential”
 - MBE firms capable of generating significant employment and long-term economic growth

3(c). Customer Relationship Management

- MBDA Initiative
- Client Responsive
- Continuous Improvement
- Building Collaborative Programs to Better Serve Clients

3(d). Applicant Eligibility

- For-Profit Entities
- Non-Profit
- State and Local Governments
- American Indian Tribes
- Educational Institutions

Should have an established presence in applicable geographic service area.

3(e). Program Design & Objectives

- Target Market - Minority-Owned Businesses
- SGI Market for Economic Impact & Job Creation
- Smaller Firms Assisted Electronically or by Other Established Federal, State and Local Government Programs
- Non-Federal Cost Share – 20%
- Client Services
 - ◆ Facilitate Award of Contracts and Financial Transactions
 - ◆ Advisory Committee and Subcommittee
 - ◆ Program Advocacy
- Performance Oriented
 - ◆ Annual Ratings
 - ◆ Minimum Performance Goals
 - ☞ Applicant option to propose ratio of contracts vs. financial transactions
 - ☞ Ratio cannot exceed 80%:20% thru 20%:80%
- Information Technology and Computer Requirements
- Funding Priorities

3(f). Funding Priorities

- Selection Process Preferences
 - ◆ Proposal exceeding minimum work requirements by 10% or More
 - ◆ Headquartered in geographic service area and demonstrate ability/leadership to eliminate barriers – access to markets & capital
 - ◆ Exceptional ability to assist MBEs into large contracts and/or supply chains
 - ◆ Utilization of fee for service model
 - ◆ Proposal with regional approach in providing services
 - ◆ Proposals with pre-existing/established client database that exceeds goal by 50%
 - ◆ Proposals with industry specific focus

3. Program Background

Questions and Answers

4. Work Requirements

- Geographic Service Area
- Establishment of Office
- Training
- Work Elements

Efrain Gonzalez, Chief
MBDA Office of Business Development

4(a). Geographic Service Area

- 8 Service Areas
 - ◆ Alabama MBOC – State of Alabama
 - ◆ Chicago MBOC – State of Illinois
 - ◆ Florida MBOC – State of Florida
 - ◆ Gary MBOC – State of Indiana
 - ◆ Los Angeles MBOC – County of Los Angeles
 - ◆ New Orleans MBOC – New Orleans-Metairie-Kenner, LA MSA
 - ◆ Washington, DC MBOC – Washington-Arlington-Alexandria, DC-VA-MD-WV MSA
 - ◆ Wisconsin MBOC – State of Wisconsin
- Location of Center in Designated Area
 - ◆ Preference for Centers apart from Applicant

4(b). Establishment of Office

- Fully Operational
 - ◆ Within 30 Days of Receipt of Award
 - ◆ Hire Project Director
 - ◆ Hire Proposed Staff
 - ◆ Implement Operational Support Items
 - Infrastructure
 - Furniture, Supplies, Computer Equipment, Phone, fax, Website, Signage, etc.

4(c). Training

- 7 Training Sessions Outlined
 - ◆ Post Award Conference
 - ◆ Program Review and Orientation
 - ◆ Implementing a System...
 - ◆ Performance System Orientation
 - ◆ MBDA National Conference
 - ◆ MBDA NEC MED Week
 - ◆ MBDA National MED Week
- Mandatory and Non-Mandatory
- Minimum Credit Hours by Role
 - ◆ Including Award Recipient
- Budgeting Required
- Planning Critical

4(d). Work Elements

- Facilitate Client Award of Contracts and Financial Transactions
- MBOC Advisory Committee and Subcommittees
- Program Promotion and Advocacy
- Operational Quality

4(d)i. Facilitate Client Award of Contracts and Financial Transactions

- Development and maintenance of database/listing of viable MBEs
- Development and maintenance of database/listing of potential contract and financial opportunities
- Establish client relationships
- Brokering of contract and financial transactions for award to MBE clients

Note: MBOC engagement of client's day-to-day operations or decision making is prohibited.

4(d)ii. MBOC Advisory Committee and Subcommittees

- Establish committee and subcommittees
 - ◆ Volunteer groups
 - ◆ Support MBOC in achieving work requirements
 - ◆ Identify opportunities

4(d)iii. Program Promotion and Advocacy

- Promote activities
- Establish minimum of 5 strategic partners
 - ◆ Assist MBOC in achieving goal
 - ◆ Required throughout term of award
- Intra-strategic relationships
 - ◆ Collaboration with other MBDA funded centers
- Successfully execute marketing plan

4(d)iv. Operational Quality

- Execute signed work plan agreements & engagement letters
 - ◆ Formally describe service methodology
- Regular data entry into Performance system (72 hours)
- Procedures for client fees/collections (if proposed)
- File maintenance and required documentation
- Written client acceptance and verification of services provided
- Comply with all reporting requirements
- Maintain content for MBDA online services/systems
- Promote & utilize MBDA programs and online tools
- Adhere to MBDA trademark and licensing requirements including signage and stationary requirements

4. Work Requirements

Questions and Answers

5. IT and Computer Requirements

- General Requirements
- Network Design
- Desktop Workstations
- Maintenance & Security
- Web Site
- Time for Compliance
- Performance System
- Data Integrity
- Network Map

Yolanda Whitley, Chief, Information Officer
MBDA Office of Information Technology &
Knowledge Management

5(a). General Requirements

- All Centers Must Meet the Following “Enterprise” Requirements within 30 days of Award:
 - ◆ Acquisition
 - ◆ Installation
 - ◆ Configuration
 - ◆ Maintenance
 - ◆ Security
- One Computer for Each Employee
- Connection to Client/Server Network
- Use of Ethernet Protocol
- Internet Presence

5(b). Network Design

- Client server network for locations that deliver services and stand-alone/network printers
- Microsoft Windows 2003 compatible
- 200(+) GB hard drive with 2 or more configured disks
- Minimum of 1 Dual-Core CPU
- Web, mail servers maintained by 3rd party must also be compatible (ISP providers)

5(c). Desktop Workstations

- Not more than 2 years old at time of award
- Contain Intel Cores Duo Processor CPU
- Operating speeds not less than 2.33 GHz
- HD with storage capacity of 40GB
- RAM with storage capacity of 1 GB
- CD or DVD reader/writer
- Operating system that is Windows XP Professional (+) compatible
- MS Office 2003 Professional or higher
- MS Explorer 7.x or higher
- Anti-virus software or hardware based
- Firewall and Adobe 8.1 or higher
- Suggest full page scanner with Adobe Acrobat (Standard or Professional, 8.0 or higher) installed on at least 1 workstation

5(d). Maintenance & Security

- Maintain network map (“as built”) on site reflecting adherence to requirements
- Designate and train one admin person competent in operations system, network or system administrator, and local area network
- Additional software may be required price range (\$300-600) per server
- Unique username, passwords and email address required for all employees
- Security agreements signed by every employee including contractors; no access provided without signed agreement
- Copies of agreements to be faxed to MBDA Federal Program Officer and CIO within 30 days after award

5(e). Website

Recipient must:

- Create/maintain web site conforming to MBDA web standards (see FFO pp.44-46 for details)
- Include contact page
 - ◆ Example: employee bio's, contact information
- Not use 3rd party advertising of commercial goods and services
- Must provide an external link policy, subject to withdrawal by MBDA (suitable)
- Must comply with Americans with Disabilities Act, Section 508
- Report changes to MBDA CIO

5(f). Time for Compliance

Within 30 days after receipt of award, recipient must:

- Report compliance with IT requirements to MBDA
 - ◆ Federal Program Officer (NEC)
 - ◆ Chief Information Officer (CIO)
 - ◆ Office of Business Development (OBD)
- Report the name, contact information of the Project Director and Network/System Administrator
- Adhere to performance system and data integrity requirements

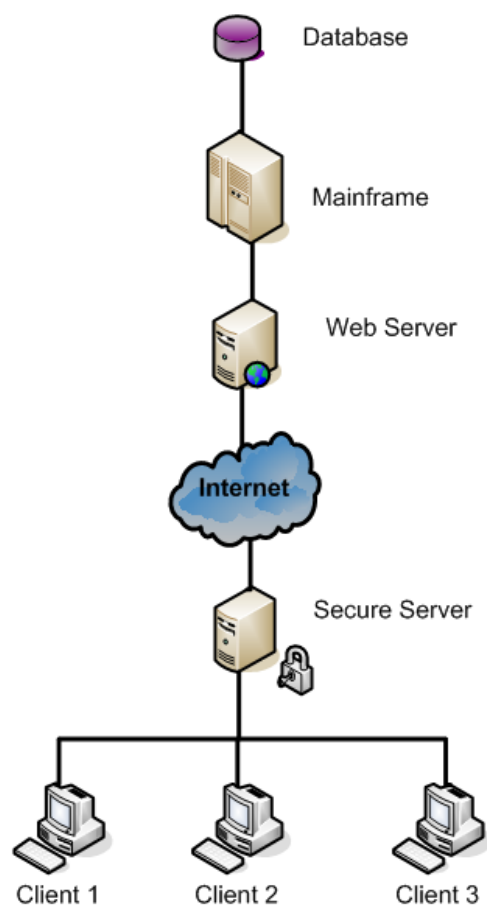
5(g). Performance System

- Performance reporting conducted using the Internet via Performance system on secure website at www.mbda.gov

5(h). Data Integrity

- Award Recipient Must Ensure
 - ◆ All data submitted is verified, accurate and timely
 - ◆ Provided by employee of award recipient
- Failure to Adhere
 - ◆ May result in enforcement

5(i). Network Map



- Applicant must provide a network map
- Identify equipment and capacity

5. Computer Requirements

Questions and Answers

6. Grants.Gov: Learning to Apply Electronically

Greg Coss, Grants Specialist
Office of Acquisition Management
U. S. Department of Commerce

6. Using the Find and Apply Portions of Grants.gov

- Register with Grants.gov
- Search for grant opportunities
- Download an application package
- Work on an application package offline
- Submit an application to Grants.gov

6(a). Register with Grants.gov

- Grants.gov requires the applicant to be registered
- If you register as an organization, you need to take the following steps, which are located on the webpage:
 - ◆ Register with the Central Contractor Registry (CCR) - it's here where you determine the E-Biz POC and where you get your DUNS number (1-866-705-5711)
 - ◆ Register with the Credential Provider for Grants.gov, Operational Research Consultants (here, the E-Biz POC will select AOR for the organization. Must already be registered with CCR. AOR will get User ID and password)
 - ◆ Register with Grants.gov

6(b). Register with Grants.gov, (Continued...)

- If you register as an individual, you need to take the following steps:
 - ◆ Register with the Credential Provider
 - ◆ Register with Grants.gov
- Important Note: These are the only two steps if you register as an individual. Individuals do NOT require a DUNS number or to be registered with the CCR.

6(c). Search for Grant Opportunities at <http://www.grants.gov>

Once at the home page, click on “Find Grant Opportunities” in the red-tabbed section.

- Click “Search Grant Opportunities”
- Click “Basic Search”
- In section “Search by CFDA Number,” type 11.803.
- This is the CFDA number for MBOC and will lead you to the opportunity.

6(d). Download an Application Package

- You have reached the Federal Funding Announcement (FFO) for MBOC.
- After reviewing the synopsis on the FFO, click on “Application.”
- **IMPORTANT NOTE:** In red link, you will see that you must download Pure Edge Viewer to see forms. Link will lead you to area for downloading.
- Under “Instructions and Application”, click on the link entitled “download.”
- Then click on the links for “Download Instructions and Download Application Package.”

6(e). Download an Application Package (Continued...)

- Make sure to print out the instructions.
- On the other link, the Application will come up with all necessary forms under the heading “Mandatory Documents.”
- Click the “Save” button at top page next to submit button, and you will then save to your computer wherever you like (desktop, c drive, etc.).

6(f). Working on Application Offline

- At this point, you're offline, and can complete your application package.
- Click on a form, starting with SF-424, and then select open form.
- After completing a form, slide it over from Mandatory Documents to Mandatory Completed documents for Submission.
- Once all forms have been completed and moved to proper column, the "Submit" button will illuminate, provided there are no errors (there is a button which checks for errors).
- When you click the submit button, an interface is established between the document in your hard drive and Grants.gov

6(g). Submit Application

- Type in User ID and password to Grants.gov assigned when registering with Credential Provider.
- **Remember:** Person submitting **MUST** be Authorized Online Representative (AOR). If anyone attempts to submit the application, it will be sent back to the applicant.

6. Grants.Gov: Learning to Apply Electronically

- *Questions and Answers*

Greg Coss is POC at Commerce for Grants.Gov

Phone Number (202) 482-3134

Email Address: gcoss1@doc.gov

7. General Instructions & Required Documentation

Michael Nelson, Chief
Grants Management Division, NOAA

7(a). Required Forms

- Standard Forms (SF) 424, 424A (Pages 1-2), 424B and LLL
- Commerce Department Forms 346, 511
- Budget Narrative explaining each budget line item listed on the SF-424A

7(b). Key Points to Remember

- Pages of the proposal should be numbered consecutively
- All calculations should be mathematically correct and precise (i.e. rounding to the nearest dollar)
- Make sure that SF-424A & SF-424 reconciles
- Budget Narrative must be detailed
- Preferably all signatures should be in blue ink
- All forms should have same signature date.

Sample 424

Legal name to appear in award document

Enter Dun & Bradstreet number

Must Match SF-424A (Sum of 3 year period)

Sign in Blue Ink

APPLICATION FOR FEDERAL ASSISTANCE		2. DATE SUBMITTED 9/9/06		Applicant Identifier	
1. TYPE OF SUBMISSION: Application <input type="checkbox"/> Construction <input checked="" type="checkbox"/> Non-Construction		Pre-application <input type="checkbox"/> Construction <input type="checkbox"/> Non-Construction		3. DATE RECEIVED BY STATE State Application Identifier	
		4. DATE RECEIVED BY FEDERAL AGENCY		Federal Identifier 12-3456-0001	
5. APPLICANT INFORMATION					
Legal Name: ACME Business Development, Inc.			Organizational Unit: Department: Office of the President		
Organizational DUNS: Address: Street: 12345 Main St.			Division: Name and telephone number of person to be contacted on matters involving this application (give area code) Prefix: Ms. First Name: Jane		
City: Main City			Middle Name		
County: XYZ			Last Name Doe		
State: [TBD] Zip Code: 123456-0001			Suffix:		
Country: USA			Email: jdoe@acmebdi.net		
6. EMPLOYER IDENTIFICATION NUMBER (EIN): 11-44444411			Phone Number (give area code) 111-222-3456		Fax Number (give area code) 111-222-3444
8. TYPE OF APPLICATION: <input checked="" type="checkbox"/> New <input type="checkbox"/> Continuation <input type="checkbox"/> Revision If Revision, enter appropriate letter(s) in box(es) (See back of form for description of letters.) Other (specify)			7. TYPE OF APPLICANT: (See back of form for Application Types) Other (specify) Non-Profit		
10. CATALOG OF FEDERAL DOMESTIC ASSISTANCE NUMBER: TITLE (Name of Program): 11-800			9. NAME OF FEDERAL AGENCY: Minority Business Development Agency		
12. AREAS AFFECTED BY PROJECT (Cities, Counties, States, etc.): State of [TBD]			11. DESCRIPTIVE TITLE OF APPLICANT'S PROJECT: State Minority Business Opportunity Center		
13. PROPOSED PROJECT Start Date: October 1, 2006 Ending Date: September 30, 2007			14. CONGRESSIONAL DISTRICTS OF: a. Applicant b. Project		
15. ESTIMATED FUNDING:			16. IS APPLICATION SUBJECT TO REVIEW BY STATE EXECUTIVE ORDER 12372 PROCESS?		
a. Federal	\$	195,000	a. Yes. <input type="checkbox"/> THIS PREAPPLICATION/APPLICATION WAS MADE AVAILABLE TO THE STATE EXECUTIVE ORDER 12372 PROCESS FOR REVIEW ON DATE:		
b. Applicant	\$	10,000	b. No. <input type="checkbox"/> PROGRAM IS NOT COVERED BY E. O. 12372		
c. State	\$		<input type="checkbox"/> OR PROGRAM HAS NOT BEEN SELECTED BY STATE FOR REVIEW		
d. Local	\$		17. IS THE APPLICANT DELINQUENT ON ANY FEDERAL DEBT?		
e. Other	\$	73,590	<input type="checkbox"/> Yes If "Yes" attach an explanation. <input checked="" type="checkbox"/> No		
f. Program Income	\$				
g. TOTAL	\$	278,590			
18. TO THE BEST OF MY KNOWLEDGE AND BELIEF, ALL DATA IN THIS APPLICATION/PREAPPLICATION ARE TRUE AND CORRECT. THE DOCUMENT HAS BEEN DULY AUTHORIZED BY THE GOVERNING BODY OF THE APPLICANT AND THE APPLICANT WILL COMPLY WITH THE ATTACHED ASSURANCES IF THE ASSISTANCE IS AWARDED.					
a. Authorized Representative					
Prefix	First Name Jane		Middle Name -		
Last Name Doe		Suffix			
b. Title President & CEO		c. Telephone Number (give area code) 111-222-3456			
Signature of Authorized Representative		e. Date Signed			

MBOC Program 2008-2011

Be sure to provide

Contact person on award document

Identify all Applicable Congressional Districts

Match Date With Entire Application

SF 424A - Budget Information – Non Construction Programs (p.1)

MBOC Program 2008-2011

Section A - Budget Summary						
Grant Program Function or Activity (a)	Catalog of Federal Domestic Assistance Number (b)	Estimated Un-obligated Funds		New or Revised Budget		
		Federal (c)	Non-Federal (d)	Federal (e)	Non-Federal (f)	Total (g)
1. MBOC – Year 1	11.803			195,000	83,590	278,590
2.						
SAMPLE DOCUMENT						
4.						
5. Totals	\$	\$	\$	\$ 195,000	\$ 83,590	\$ 278,590
Section B - Budget Categories						
6. Object Class Categories	Grant Program, Function or Activity				Total (5)	
	(1)	(2)	(3)	(4)		
a. Personnel	135,000	25,000			160,000	
b. Fringe Benefits	15,000	5,000			20,000	
c. Travel	5,500	1,500			7,000	
d. Equipment	3,000	2,000			5,000	
e. Supplies	2,500	1,500			4,000	
f. Contractual		13,590			13,590	
g. Construction	[Leave Blank]	[Leave Blank]			0	
h. Other	34,000	35,000			69,000	
i. Total Direct Charges j(sum of 6a-6h)	195,000	83,590			278,590	
j. Indirect Charges						
K. Totals (sum of 6i and 6j)	195,000	\$ 83,590.00			\$ 278,590.00	
7. Program Income	\$ [Leave Blank]	\$ [Leave Blank]	\$ [Leave Blank]	\$ [Leave Blank]	\$ [Leave Blank]	

SF 424A - Budget Information – Non Construction Programs (p.2)

SAMPLE - DOCUMENT

Year 1

Section C - Non Federal Resources					
(a) Grant Program	(b) Applicant	(c) State	(d) Other Sources	(e) Totals	
8. MBOC 11.803 Non-Federal Cost Share - Cash	10,000	Match to page 1	\$ 5,000	\$ 15,000	
9. Non-Federal Cost Share – Client Fees			\$ 66,180	\$ 66,180	
10. Non-Federal Cost Share – 3rd Party In-Kind	\$		\$ 2,410	\$ 2,410	
11.					
12. Total (sum of 8 - 11)	\$ 10,000	\$	\$ 73,590	\$ 83,590	
Section D - Forecasted Cash Needs					
	Total for 1st Year	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
13. Federal	\$ 195,000.00	\$ 48,750.00	\$ 48,750.00	\$ 48,750.00	\$ 48,750.00
14. Non-Federal	\$ 83,590.00	\$ 20,898.00	\$ 20,897.00	\$ 20,898.00	\$ 20,897.00
15. Total (Sum of lines 13 and 14)	\$ 278,590.00	\$ 69,648.00	\$ 69,647.00	\$ 69,648.00	\$ 69,647.00
Section E - Budget Estimates of Federal Needed for Balance of the Project					
(a) Grant Program	Future Funding Periods (Years)				
	(b) First	(c) Second	(d) Third	(e) Fourth	
16. MBOC 11.803	\$ 195,000	195,000	\$	\$	
17.	(Actual 2nd yr funding)	(Actual 3rd yr funding)	[Leave Blank]	[Leave Blank]	
18.			[Leave Blank]	[Leave Blank]	
19.			[Leave Blank]	[Leave Blank]	
20. Total (Sum of lines 16-19j)	\$ 195,000	\$ 195,000	\$	\$	
Section F - Other Budget Information					
21. Direct Charges	22. Indirect Charges				
23. Remarks					

7(c). Key Points to Remember

- A discussion of 20% (min.) cost share must be included. (Non Federal Share)
- A letter from any/all 3rd Party Contributors must be detailed and signed
- Client fees are optional; if proposed, discuss the method for collecting and charging fees, including policy for waiving fees

7(d). Key Points to Remember

- Cost share may be comprised of any combination of the following:
 - ◆ Cash
 - ◆ Non-Cash Applicant Contributions
 - ◆ Third-party In-kind Contributions
 - ◆ Client Fees (optional)

7(e). Key Points to Remember

- Executive Director must be identified; qualifications and a copy of the college transcript, if appropriate, are also required. This person must be highly qualified.
- Position Descriptions and qualification standards for all staff positions are required.

7(f). OMB Circulars

- Circulars may be downloaded at www.whitehouse.gov/omb/circulars

7(g). Final Comments

- Read the Notice carefully for all requirements.
- Ensure all forms and required documents are signed (blue ink).
- Ensure all figures are correct.

7. General Instructions & Required Documentation

- Questions and Answers

8. Performance

- Measures & Bonus Points
 - ◆ Items
 - ◆ Minimum Goals
 - ◆ Definitions
- Standards

Efrain Gonzalez, Chief

MBDA Office of Business Development

8(a). Measures - Items

<u>Performance Element</u>	<u>Achievement Level</u>	
	<u>100%</u>	<u>110%</u>
■ Dollar Value of Awarded Contracts & Procurements	40 pts	44.0 pts
■ Dollar Value of Awarded Financial Transactions	20 pts	22.0 pts
■ Number of Clients Served	7 pts	7.7 pts
■ Number of Jobs Created	5 pts	5.5 pts
■ Number of Clients Receiving Transactions	5 pts	5.5 pts
■ Administrative Management & Operational Quality*	23 pts	23.8 pts

**Note: 110% achievement level not applicable to (a) customer relationship management, (b) management assessment, (c) maintenance of non-federal cost share, (d) partnerships and (e) market promotion.*

8(b). Measures - Items

<u>Bonus Element</u>	<u>Achievement Level</u>	
	<u>120%-139%</u>	<u>140%(+)</u>
■ Contracts/Procurements	1	2
■ Financing	1	2
■ Clients Served	1	2
■ Jobs Created	1	2
■ Clients Receiving Transactions	1	2

8(c). Measures – Min. Goals

- All goals listed are minimum requirements (see FFO pp. 11-12)
- Procurement and financial transaction goals must be proposed by applicant
 - ◆ Ratio cannot exceed 80%:20% thru 20%:80%
- Goals vary by center
- Goals based on Federal Funding level
- Maintenance of operations at full strength even if goals achieved prior to end of program year.

8(d). Measures – Definitions

- Each performance measure defined (see FFO pp. 39-42)
- Several performance measures earn quantitative points
- Administrative Management & Operational Quality
 - ◆ Majority are qualitative in design
 - ◆ Assigned by MBDA

8(e). Performance - Standards

- Rating System (see FFO pp. 10-11)
- Based on Cumulative Points Earned (Quantitative and Qualitative)
- Minimum Acceptable Rating is “Satisfactory”
 - ◆ Progressively Increases
 - ☞ Year 1 is 75.0 points
 - ☞ Year 2 is 78.0 points
 - ☞ Year 3 is 80.0 points
- Non-Federal Cost Share Must be Met

8. Performance

- *Questions and Answers*

9. Proposal

- End in Mind
- Format
- Review & Selection Process

Efrain Gonzalez, Chief

MBDA Office of Business Development

9(a). End in Mind

- Develop clear understanding of MBDA needs
- Carefully consider work, training and minimum performance requirements and incorporate in proposal
- Develop clear understanding of evaluation criteria (see FFO pp. 52-55)
- Use proposal format (see FFO pp. 47-51)
- Be clear & succinct
- Bonus points may be awarded
- Correctly title each section (i.e. applicant capability, resources, techniques and methodologies, costs)
- Attachments (including letters of support) must be included in submission package
- Number all pages; include applicant name on each page
- If paper submission, be sure to include electronic copy of all documents

TIP: Use the sample application
provided by MBDA
at www.mbda.gov

9(b). Format

- Carefully Respond to
 - ◆ Applicant Capability (40 pts.)
 - ◆ Resources (20 pts.)
 - ◆ Techniques & Methodologies (20 pts.)
 - ◆ Proposed Budget & Supporting Budget Narrative & (20 pts.)
 - ☞ Bonus points available
- Oral Presentations (10 pts.)
 - ◆ Optional

TIP: Review panel evaluation tool
provided by MBDA
at www.mbda.gov

9(b)i. Applicant Capability

- **Community**
 - ◆ Organizational background
 - ◆ Prior working experience with SGI firms
 - ◆ Demonstrate ability to deliver applicable services in the geographical service area
 - ◆ Provide related successful client outcomes
- **Business Consulting (Brokering)**
 - ◆ Demonstrate experience and knowledge of brokering procurements and financial transactions
 - ◆ Emphasis on MBE and SGI
- **Financing**
 - ◆ Demonstrate experience in preparation and formulation of successful financial transactions
 - ◆ Emphasis on geographical service area

Reminder: Adhere to Work Requirements

9(b)i. Applicant Capability (Continued...)

- Procurements and Contracting
 - ◆ Experience in public and private sector contracting opportunities
 - ◆ Emphasis on MBEs
- Financing Networks
 - ◆ Resources and relationships within financial community
- Self-Sustainable Service Model
 - ◆ Summary plan (2 pages max.)
- MBE Advocacy
 - ◆ Experience in advocating for MBEs
- Key Staff
 - ◆ Identify proposed project director
 - ◆ Provide qualifications and experience of proposed staff to operate the Center
 - ◆ Provide position descriptions

Provide required documents
Provide supporting documents

9(b)ii. Resources

- Resources
 - ◆ Items not included as part of non-federal cost share
 - ◆ Facilitate the implementation of the program
 - ◆ Describe the resources at hand to support proposal
 - ◆ Description of existing client base
 - ◆ Discuss internal and external resources
- Location
 - ◆ Describe strategic rationale for proposed physical location of Center
- Partners
 - ◆ Prospective strategic partners
 - ◆ Letters of support and commitment
- Equipment
 - ◆ Describe how technology requirements will be satisfied
 - ◆ Itemize computer and network
 - ◆ Provide network map

Provide required documents
Provide supporting documents

9(b)iii. Techniques & Methodology

- Performance Measures
 - ◆ Outline for each program year
 - ◆ Relate each performance measure to financial and market resources in geographical service area
 - ◆ Provide a marketing plan; emphasis on attracting SGI clients
 - ◆ Describe how applicant shall integrate work requirements with performance measures & existing infrastructure
 - ◆ Include quarterly breakdown of performance goals and client service hours delivered
- Describe how the center shall integrate MBDA's systems (i.e. tracking and validation of client awarded transactions)
- Start-Up Phase
 - ◆ Describe how Center will be established and operating within 30 days
 - ◆ Provide strategies and timelines
- Work Requirement Execution Plan
 - ◆ Describe plan to effectively/efficiently utilize staff time

Provide required documents
Provide supporting documents

9(b)iii Techniques & Methodology (Continued...)

■ Staffing Allocation Chart Year 1 - Example

Role	Status	Project Allocation	Hours	Client Consulting Hrs & %		Admin Time Hrs & %		Other (List Here) Time Hrs & %	
Project Director	Full Time	100%	2,050	410	20%	1,025	50%	615	30%
Business Consultant	Full Time	100%	2,050	1,640	80%	205	10%	205	10%
Business Consultant	Part Time	80%	1,640	1,312	80%	164	10%	164	10%
Admin. Asst.	Full Time	100%	2,050	0	0%	2,050	100%	0	0%
Intern	Part Time	50%	1,025	103	10%	820	80%	103	10%
Total			8,815	3,465	39%	4,264	49%	1,087	12%
									74

9(b)iv. Proposed Budget & Budget Narrative

- Consistent with proposal narrative
- Provide one of the following for each program year
 - ◆ Proposed Budget
 - ◆ Required Forms
 - ◆ Supporting Budget Narrative
- Non-Federal Cost share (20%) required
 - ◆ Clients fees optional
 - ◆ If proposed, client fees consistent with staff allocation chart
- Original and signed supporting documents/commitment letters required for 3rd party in-kind contributions
- Include required travel costs

Provide required documents
Provide supporting documents

9(b)iv. Client Fee Sample (Optional)

Client Portfolio by MBE Annual Sales Range	Client Fee Per Hour	No. of Clients	Est. Hrs/Client	No. of Hrs.	Est. Client Billing
\$0 - \$99,999	\$10	10	22	220	\$2,200
\$100,000 - \$299,999	\$20	15	25	375	\$7,500
\$300,000 - \$999,999	\$30	50	41	2,050	\$61,500
\$1,000,000 - \$2,999,999	\$40	11	30	330	\$13,200
\$3,000,000 - \$4,999,999	\$50	10	35	350	\$17,500
\$5,000,000 and Above	\$60	4	35	140	\$8,400
Total		100		3,465	\$110,300
Less Billing Adjustments					
Fee Waivers	20%				
Fees UnCollectable	20%				
Total Billing Adjustments					
Adjusted Total - Client Fees					

1. Match to Performance Goals

2. Match to Staff Allocation Table

3. Describe Policy

4. Match to SF 424A (p.2)

9(c). Review & Selection Process

- Initial Screening
- Panel Review
- Oral Presentation
- Final Recommendation
 - ◆ Panel Evaluation
 - ◆ Oral Presentation (if applicable)
 - ◆ Funding Priorities
 - ◆ Availability of Funding

Note: References will be checked

9(c)i. Oral Presentation

- Optional
- Determined by MBDA
- Maybe initiated for the top two ranked applicants for each project competition
- Used as a final evaluation and ranking

SF 424A - Budget Information – Non Construction Programs (p.1)

MBOC Program 2008-2011

Section A - Budget Summary						
Grant Program Function or Activity (a)	Catalog of Federal Domestic Assistance Number (b)	Estimated Un-obligated Funds		New or Revised Budget		
		Federal (c)	Non-Federal (d)	Federal (e)	Non-Federal (f)	Total (g)
1. MBOC – Year 1	11.800			195,000	83,590	278,590
2.						
SAMPLE DOCUMENT						
4.						
5. Totals	\$	\$	\$	\$ 195,000	\$ 83,590	\$ 278,590
Section B - Budget Categories						
6. Object Class Categories	Grant Program, Function or Activity				Total (5)	
	(1)	(2)	(3)	(4)		
a. Personnel	135,000	25,000			160,000	
b. Fringe Benefits	15,000	5,000			20,000	
c. Travel	5,500	1,500			7,000	
d. Equipment	3,000	2,000			5,000	
e. Supplies	2,500	1,500			4,000	
f. Contractual		13,590			13,590	
g. Construction	[Leave Blank]	[Leave Blank]			0	
h. Other	34,000	35,000			69,000	
i. Total Direct Charges j (sum of 6a-6h)	195,000	83,590			278,590	
j. Indirect Charges						
K. Totals (sum of 6i and 6j)	195,000	\$ 83,590.00			278,590.00	
7. Program Income	\$ [Leave Blank]	\$ [Leave Blank]	\$ [Leave Blank]	\$ [Leave Blank]	\$ [Leave Blank]	

SF 424A - Budget Information – Non Construction Programs (p.2)

SAMPLE - DOCUMENT

Year 1

Section C - Non Federal Resources					
(a) Grant Program	(b) Applicant	(c) State	(d) Other Sources	(e) Totals	
8. MBOC 11.803 Non-Federal Cost Share - Cash	10,000	Match to page 1	\$ 5,000	\$ 15,000	
9. Non-Federal Cost Share – Client Fees			\$ 66,180	\$ 66,180	
10. Non-Federal Cost Share – 3rd Party In-Kind	\$		\$ 2,410	\$ 2,410	
11.					
12. Total (sum of 8 - 11)	\$ 10,000	\$	\$ 73,590	\$ 83,590	
Section D - Forecasted Cash Needs					
	Total for 1st Year	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
13. Federal	\$ 195,000.00	\$ 48,750.00	\$ 48,750.00	\$ 48,750.00	\$ 48,750.00
14. Non-Federal	\$ 83,590.00	\$ 20,898.00	\$ 20,897.00	\$ 20,898.00	\$ 20,897.00
15. Total (Sum of lines 13 and 14)	\$ 278,590.00	\$ 69,648.00	\$ 69,647.00	\$ 69,648.00	\$ 69,647.00
Section E - Budget Estimates of Federal Needed for Balance of the Project					
(a) Grant Program	Future Funding Periods (Years)				
	(b) First	(c) Second	(d) Third	(e) Fourth	
16. MBOC 11.803	\$ 195,000	195,000	\$	\$	
17.	(Actual 2nd yr funding)	(Actual 3rd yr funding)	[Leave Blank]	[Leave Blank]	
18.			[Leave Blank]	[Leave Blank]	
19.			[Leave Blank]	[Leave Blank]	
20. Total (Sum of lines 16-19j)	\$ 195,000	\$ 195,000	\$	\$	
Section F - Other Budget Information					
21. Direct Charges		22. Indirect Charges			
23. Remarks					

Sample 424

Legal name to appear in award document

Enter Dun & Bradstreet number

Must Match SF-424A (Sum of 3 year period)

Sign in Blue Ink

APPLICATION FOR FEDERAL ASSISTANCE		2. DATE SUBMITTED		Applicant Identifier	
1. TYPE OF SUBMISSION: Application		9/9/06			
<input type="checkbox"/> Construction <input checked="" type="checkbox"/> Non-Construction		3. DATE RECEIVED BY STATE		State Application Identifier	
<input type="checkbox"/> Construction <input type="checkbox"/> Non-Construction		4. DATE RECEIVED BY FEDERAL AGENCY		Federal Identifier	
				12-3456-0001	
5. APPLICANT INFORMATION					
Legal Name:			Organizational Unit:		
ACME Business Development, Inc.			Department: Office of the President		
Organizational DUNS:			Division:		
Address:			Name and telephone number of person to be contacted on matters involving this application (give area code)		
Street: 12345 Main St.			Prefix: Ms. First Name: Jane		
City: Main City			Middle Name		
County: XYZ			Last Name: Doe		
State: [TBD] Zip Code: 123456-0001			Suffix:		
Country: USA			Email: jdoe@acmebdi.net		
6. EMPLOYER IDENTIFICATION NUMBER (EIN):			Phone Number (give area code)		Fax Number (give area code)
11-44444411			111-222-3456		111-222-3444
8. TYPE OF APPLICATION:			7. TYPE OF APPLICANT: (See back of form for Application Types)		
<input checked="" type="checkbox"/> New <input type="checkbox"/> Continuation <input type="checkbox"/> Revision If Revision, enter appropriate letter(s) in box(es) (See back of form for description of letters.)			Non-Profit		
Other (specify)			9. NAME OF FEDERAL AGENCY:		
			Minority Business Development Agency		
10. CATALOG OF FEDERAL DOMESTIC ASSISTANCE NUMBER:			11. DESCRIPTIVE TITLE OF APPLICANT'S PROJECT:		
TITLE (Name of Program):			[name] Minority Business Opportunity Center		
12. AREAS AFFECTED BY PROJECT (Cities, Counties, States, etc.):					
State of [TBD]					
13. PROPOSED PROJECT			14. CONGRESSIONAL DISTRICTS OF:		
Start Date: October 1, 2006 Ending Date: September 30, 2007			a. Applicant b. Project		
15. ESTIMATED FUNDING:			16. IS APPLICATION SUBJECT TO REVIEW BY STATE EXECUTIVE ORDER 12372 PROCESS?		
a. Federal	\$	195,000	a. Yes. <input type="checkbox"/> THIS PREAPPLICATION/APPLICATION WAS MADE AVAILABLE TO THE STATE EXECUTIVE ORDER 12372 PROCESS FOR REVIEW ON		
b. Applicant	\$	10,000	DATE:		
c. State	\$		b. No. <input type="checkbox"/> PROGRAM IS NOT COVERED BY E. O. 12372		
d. Local	\$		<input type="checkbox"/> OR PROGRAM HAS NOT BEEN SELECTED BY STATE FOR REVIEW		
e. Other	\$	73,590	17. IS THE APPLICANT DELINQUENT ON ANY FEDERAL DEBT?		
f. Program Income	\$		<input type="checkbox"/> Yes If "Yes" attach an explanation. <input checked="" type="checkbox"/> No		
g. TOTAL	\$	278,590			
18. TO THE BEST OF MY KNOWLEDGE AND BELIEF, ALL DATA IN THIS APPLICATION/PREAPPLICATION ARE TRUE AND CORRECT. THE DOCUMENT HAS BEEN DULY AUTHORIZED BY THE GOVERNING BODY OF THE APPLICANT AND THE APPLICANT WILL COMPLY WITH THE ATTACHED ASSURANCES IF THE ASSISTANCE IS AWARDED.					
a. Authorized Representative					
Prefix	First Name	Jane		Middle Name	-
Last Name	Doe		Suffix		
b. Title	President & CEO		c. Telephone Number (give area code)	111-222-3456	
Signature of Authorized Representative			e. Date Signed		

MBOC Program 2008-2011

Be sure to provide

Contact person on award document

Identify all Applicable Congressional Districts

Match Date With Entire Application

SF-424 Errors Frequently Found

- Line 14 Congressional Districts

- Line 15 Estimated Project [Reconcile with SF 424a]

— A Federal	\$195,000	Sec B(k-1) & Sec D-13 total
— Applicant	10,000	Sec. C (b)
— State		
— Local		
— Other	73,590	Sec. C (d) (Assume 3 rd party cash & equip)
— Program Income	_____	
— Total	\$278,590	Sec. B (K-5) & Sec. D-15 total

Total Funding is \$835,770 (based on 3 year cycle -\$278,590 x 3)

- Line 18
 - Item d Signature must be affixed to form
 - Item e Date must be included

10. Close

MBDA Office of Business Development